

# Smart Power 2010



# Prologue

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Sept 08 - Ops Committee approves Smart Power

Jan 09 - Residential CFL Program kicks off w/ML&P

Feb-Mar 09 - Residential lighting workshops

May 09 - Commercial lighting workshops



# Prologue *(continued)*

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Sept 09 - CFL program expanded; MEA joins Smart Power

Oct 09 - Power Down starts on buses, radio

Nov 09 - smartpowerak.com, Facebook launched

Dec 09 - AEA Metering Research grant awarded (\$75,000)

# Smart Power Initiatives - 2010

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- Social media
- Do-it-yourself energy audit
- Energy monitor research program
- Education and outreach
- Continued Partnership development
- Power Down
- LED holiday Light exchange



# Web Site and Social Media

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- Smart Power AK Web site: comprehensive information source
- Smart Power AK Facebook: interactive
- Smart Power AK Twitter: time-sensitive alerts

# Do-it-Yourself Energy Audit

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- User-friendly
- On-line tool
- Energy use assessment
- Pro-active with high-bill customers

# Energy Monitor Research Project

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- Research benefits & feasibility
- On-site monitor
- Real-time data about electrical use
- Residential and commercial

# Education and Outreach

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- School curricula
- Workshops
- Conferences
- Cross-fertilize on Web site, Facebook

# Power Down

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Encourage energy conservation in winter

- Bus signs
- Radio



# Holiday LED light exchange

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Promote use of LED lighting

# Partnerships

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- Steering committee on Energy Efficiency Center
  - Statewide or Railbelt
- Pursue partnerships across spectrum
  - Smart Power
  - Other energy initiatives